

**HOLLYWOOD PROPERTY OWNERS ALLIANCE  
BOARD OF DIRECTORS**

**Minutes**

**Thursday, October 16, 2014  
Loew's Hollywood Hotel, 1755 North Highland  
Mt. Olympus Room (Third Floor)**

**Officers and Directors Present**

John Tronson, President, Tronson Investment Group  
John Lyons, Vice President, Avalon Hollywood/Bardot  
Drew Planting, Treasurer, GPI  
Leslie Blumberg, The Fonda  
Joseph D'Amore CRC Entertainment Inc.  
Mark Echeverria, The Musso & Frank Grill  
Michael Gargano, Argent Ventures, LLC  
David Green, Nederlander Organization  
Chad Lewis, Klein Financial Corporation  
Don Mushin, Toyota of Hollywood  
Frank Stephan, Clarett West Development  
Mark Stephenson, Hollywood United Methodist Church  
Monica Yamada, CIM Group, Inc.

**Absent**

Charlie Colletta, HEI, LLC.  
Jan Martin, Secretary, AMDA  
Galo Medina, Comprehensive Financial Services

**Staff**

Sarah Besley  
Ginnie Gallo  
Joe Mariani  
Kerry Morrison  
Devin Strecker

**Guests**

Kevin Barnes, Manager, Hollywood Roosevelt Hotel  
Brian Johnson, General Manager, Lowe's Hollywood Hotel, Director Elect  
Joe Salazar, BID Security

**I. Call to Order**

The meeting was called to order by John Tronson, President, at 4:10 p.m.

**II. Open Forum – no comments received**

### **III. Approval of Minutes**

**It was moved by Drew Planting, seconded by Don Mushin, and CARRIED to approve the minutes from the Board's, September 18, 2014 meeting. Mark Stephenson abstained.**

### **IV. Treasurer's Report – Drew Planting**

- A. September 30<sup>th</sup> Financial Statement:** Planting walked the Board through the reports prepared for the meeting. The cash report showed cash on hand in the Association's various bank accounts. The HED 09-18 account has \$1,479,195. At the current pace of spending, absent any significant changes to budgeted expenses or revenue situation, year-end cash would be approximately \$574,856.

**It was moved by Joseph D'Amore, seconded by Don Mushin, and CARRIED to approve the May 31, 2014 financial statement. Unanimously approved.**

**B. Report from ad-hoc Finance Committee – Planting, Yamada, Green**

- 1. Delinquent Public Parcels:**
  - a. State parcels: A letter was sent to the state controller's office, as per the board's instruction at the October meeting. Copied on the letter were Assemblyman Richard Bloom and State Senator Kevin DeLeon, along with several city officials.
  - b. MTA: Staff reported that productive conversations have been held with staff at MTA who are working to reconcile the unpaid parcels, as several must be billed to other property owners (e.g., the interwoven parcels between HEI, MTA and 1600 Vine). It is expected that this will be resolved within the month
- 2. Preliminary Budget Planning for 2015:** Planting reported that a first meeting was held for budget planning on Oct. 10. Additional expenses anticipated in 2010 include rent (lease is up June 30 at Taft Building), and new expenses associated with lease of space for Clean Street. There will be a full budget presentation at November board meeting.
- 3. The committee plans to bid out the financial services agreement after the start of the new year.**
- 4. Insurance Update:** Good news to report. The new insurance broker, Arthur J. Gallagher & Co, was able to secure a \$3M D&O policy for a considerable savings over last year. Our current provider was offering a \$2M policy for \$17m800, but Philadelphia offered a \$3M policy for \$5m370. A good feature of this policy is that defense costs are outside of the policy limits.

### **V. Committee and Activity Reports**

**A. Marketing and Communications – Jan Martin and Devin Strecker**

1. **Infographics** – Joe Mariani reported that the infographics are 99% complete. Haines & Co. will come up with a plan to reveal them to the media and stakeholders.
2. **Recent Blogger Tours/Media Coverage – Strecker**
  - a. **The Haunted Hollywood tour:** Strecker that the Saturday, September 20, 2014 blogger tour was a great success. It was mentioned on NBC4 news and in Welcome to Southern California.
  - b. **Sunset & Dine – October 2, 2014:** The October 2, 2014 event had over 300 people attending. Though a function of the SVBID, many Hollywood BID restaurants participated. The net income, approximately \$4,000, will be donated to The Center at Blessed Sacrament.
3. The next marketing meeting will be held in November when Jan Martin is back from New York.

**B. Streetscape and Planning: Mark Echeverria and Sarah Besley**

1. **Next Streetscape Meeting:** The next meeting is scheduled for Monday, November 10, 2014, at the BID office at 2:30 PM.
2. **La Brea Median:** Besley reported that the BID's landscape contractor, Landsco, installed the first phase of drought-tolerant plants in the La Brea median in early October. The second phase will be installed on October 22nd. So far, the plants have adapted well to their new environment and maintenance has been minimal. Staff will share pictures of the revived median at the November meeting.
3. **Cherokee Lease:** Progress is being made on the lease space under contract on Cherokee for the relocation of the CleanStreet headquarters from the Selma Ave parking lot. The city council approved the lease. The lease needs to be executed by the general services department and city attorney. This will amount to about 1,000 sq. ft. Staff is still looking for an option to park the Clean Street vehicles. Currently talks are underway with Hollywood Presbyterian Church.
4. **Mobility Summit:** Besley attended a presentation at UCLA by Janette Sadik-Khan, former transportation commissioner from New York City. She is currently a consultant with Bloomberg & Assoc. and on contract with Mayor Garcetti's team. Sadik-Khan told Besley that she is eager to be a part of our Summit next year. Besley will send the board members a link to her UCLA talk.

**C. Security – Monica Yamada and Kerry Morrison**

1. **October 9, 2014 Meeting Update** – Yamada reported on highlights from meeting. Items discussed included Andrews International report: arrests are up over 100 from last year. Approximately 65% of the arrests are due to alcohol and drinking in public. Homeless referrals are up 485 over last year. She reported on neighborhood complaints resulting from a recently vacated building on Ivar and how that situation was addressed. LA Sheriff

Department reported that assaults on officers are on the rise on the Red Line. She reported on homeless outreach training provided by the at Center at Blessed Sacrament who will train business owners and employees on "How to treat homeless people with respect."

2. **LAPD Cameras** – Mariani reported that seven (7) of the nine (9) cameras are now operational and assisting the LAPD.
3. **Donation Station Focus Group** – A focus group meeting has been scheduled on October 28, 2014, in conjunction with CD13, to test the "donation station" parking meter idea. Several business have been invited to join to ascertain if there is interest in pursuing this program in the BID area.

**D. Nominating Committee – Frank Stephan**

1. The Committee, which includes Frank Stephan, Tej Sundher and Don Mushin stated that the slate of officers for election will be presented at the November board meeting. Any board members interested in serving as an officer next year is encouraged to contact Frank.
2. David Benavente has resigned from the Board of Directors. His position has one (2) years left of the three (3) year term and the committee will seek a candidate to fill the seat.

**VI. Old Business**

- A. **Seismic Issues:** Morrison is scheduled to speak on a panel at the Structural Engineers Association of Southern CA conference, "Strengthening our Cities." It is scheduled for Monday, October 20, 2014. One of the key themes of the panel is what will it mean if Los Angeles has a rating system for concrete buildings.

**VII. New Business**

- A. **Strategic Work Plan:** The 2014-15 Strategic Goals and Objectives was presented at the Board Meeting. This document came out of the Strategic Planning retreat from July of this year. She pointed out that there are different levels of involvement for the board – e.g., lead, advocate, monitor, etc.

**It was moved by John Lyons, seconded by Chad Lewis, and CARRIED to approve the 2014-15 Strategic Work Plan. Unanimously approved.**

**VIII. Staff Report**

- A. **Brown Act and Public Records Act Inquiries:** Morrison reported that several public records requests have been submitted to the staff in the preceding weeks. Examples include: Eleven (11) months of security reports, a copy of the City Attorney's email read to the security committee meeting, and logs that would document when changes are made to our website. The staff is making every effort to properly comply with these requests and related rules to the Brown Act.

- B. Oasis of Hollywood** – Former Board member Ron Radachy invited the current Board to a gala celebrating their 35<sup>th</sup> anniversary. The event will be held on Saturday, November 1, 2014 at Madame Tussauds.
  - C. Homewalk 2014** – This 5K Run/Walk event to benefit the homeless is scheduled for Saturday, November 15, 2014 at Exposition Park. Morrison reported that there will be a team from Hollywood. All are invited to join.
  - D. Promise Zone** – This is a 10-year Federal Program offering a “Choice Neighborhood Grant” of \$30 million for public housing, Mariani reported. Initial plans are to be submitted in October 2014. This is a one-year process with final plans to be submitted to HUD in October, 2015.
  - E. Staff Retreat to Plan for 2015** – Morrison announced that Sarah Besley will be transitioning to project-based independent contractor status in the new year. She and her husband may find themselves splitting their time between LA and northern CA due to a promotion he received. An offsite retreat is planned to determine how staffing for the Sunset & Vine board, and related projects under Sarah’s purview will be addressed.
  - F. Annual Board Dinner** – The traditional social gathering for new and existing board members is scheduled for November 20, 2014 after the monthly board meeting. Suggestions were solicited as to potential locations. Two (2) suggestions were the Bardot Mezzanine and the Fonda Theatre Roof.
- X. Next Meeting:** The next meeting will be held November 20, 2014.
- XI. Adjournment:** The meeting was adjourned at 5:08 p.m.